

INTISARI

Keberhasilan perusahaan sangat dipengaruhi oleh bagaimana perusahaan memuaskan pelanggan. Kepuasan pelanggan dipengaruhi oleh kualitas pelayanan yang diberikan perusahaan. Pelayanan yang berkualitas merupakan aspek yang dapat membedakan dan membuat unggul suatu perusahaan dengan para pesaingnya. Pelanggan yang puas akan melakukan pembelian ulang sehingga akan berpengaruh pada pendapatan perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan yang terdiri dari *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empaty* terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah semua pembeli di Toko Buku Gramedia Basuki Rahmat Surabaya yang jumlahnya tidak diketahui dengan pasti (*infinite*) sedangkan sampel yang diambil sebanyak 60 pembeli. Metode pengumpulan dilakukan dengan cara penyebaran kuesioner. Pengujian data menggunakan analisis regresi linier berganda dengan pengujian hipotesis menggunakan uji t. Berdasarkan hasil penelitian dapat diketahui bahwa *tangible* berpengaruh signifikan terhadap kepuasan pelanggan. *Reliability* berpengaruh signifikan terhadap kepuasan pelanggan. *Responsiveness* berpengaruh signifikan terhadap kepuasan pelanggan. *Assurance* berpengaruh signifikan terhadap kepuasan pelanggan. *Empaty* berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci : *tangible*, *reliability*, *responsiveness*, *assurance*, *empaty*, kepuasan pelanggan

ABSTRACT

The success of a company is influenced by how the company satisfies its customers. Customer satisfaction is influenced by service quality which has been provided by the company. Qualified service is the aspect which can differ and make a company superior than other competitor companies. A satisfied customer will re-purchase so it will have an impact to the revenue of the company. The purpose of this research is to find out the influence of service quality which consists of tangible, reliability, assurance, and empathy to the customer satisfaction. The population is all customers in Toko Buku Gramedia Expo Surabaya and the exact amount of the population is unknown (infinite) and 60 customers have been selected as samples. The sample collection method has been carried out by issuing questionnaires. The data examination has been carried out by using multiple linear regressions analysis and the hypothesis test has been performed by using t test. Based on the result of the research, it has been found that Tangible has significant influence to the customer satisfaction; Reliability has significant influence to the customer satisfaction; Responsiveness has significant influence to the customer satisfaction; Assurance has significant influence to the customer satisfaction; Empathy has significant influence to the customer satisfaction.

Keywords: Tangible, reliability, assurance, empathy, and customer satisfaction